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ABSTRACT

To demonstrate the uses and efficiency of major television news archives, a study was conducted to describe major archival programs and to compare the Vanderbilt University Television News Archives and the CBS News Index. Network coverage of an annual news event, the 1983 State of the Union address, is traced through entries in both. The findings show that although the Vanderbilt Index presents more information about a news item, gives the clock time of an item and position in the newscast, and identifies the anchor and reporters and origin of the story, the CBS Index has an advantage in that it cites actual broadcast of the speech, although the transcript presented is the text published by the office of the Federal Register and not the verbatim text. In this example, two primary events are available to scholars: the actual speech in the Congressional chamber and the televised event as interpreted by the network producers and news and political commentators. (CRH)

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Researching Television News Archives

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Presented to the Radio-Television Journalism Division,
Association for Education in Journalism and Mass Communication
Annual Convention, University of Florida, Gainesville, August, 1984.

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ABSTRACT

By the early 1950s television news was making an impact on the American culture. Archiving television news did not begin on a comprehensive level until late in the 1960s. Although some of the early television news programs are kept in archives, particularly in the CBS network archive, the study of television news of this early period is hampered by the lack of residual material and the equipment to view it. With the founding of the Television News Archive at Vanderbilt University in August 1968, television news archiving in the United States began on a broad basis.

The television news archives in the U.S. that have substantial holdings of national television news, both commercial and public networks, described and compared in the paper are, the Vanderbilt Television News Archive, the American Television and Radio Archives at the Library of Congress, the National Archives and Record Service, and the in-house archives at the networks, ABC, CBS, NBC, and PBS. Methods of researching television, including several variations of analyses, both verbal and visual, are briefly reviewed.

The two most important indexes to television news content -- Television News Index and Abstracts (Vanderbilt University) and CBS News Index -- are compared in detail by using a single historical event, a State of the Union address, as the anchor point. It is suggested that a careful analysis of both the print and broadcast indexes will sharpen hypotheses about media coverage of historical events.

RESEARCHING TELEVISION NEWS ARCHIVES

Television coverage of major political events began in the early 1950's, but until the 1970's the study of television news was hampered by the lack of adequate archives available to scholars. Although some of the early television news programs are kept in archives, particularly in the CBS network archive, research on this early period is restricted by the lack of residual material and the equipment to view it. The development of television news archives was obstructed by technical and legal problems that have since been largely solved, and archives of national television news now exist. This essay discusses the major archives of network television news programs in the United States and the special indexes to television news. The archives discussed are the Vanderbilt Television News Archive, the American Television and Radio Archives, the National Archives and Record Service, and the in-house archives at the networks, ABC, CBS, NBC, and PBS. The research methods of studying television news are discussed as a preface to the description of the archives and the indexes.

METHODS OF STUDYING TELEVISION

A number of centers of television news study have evolved. The News Study Group, Department of Political Science, Massachusetts Institute of Technology, began collecting and analyzing television news in 1972. Edwin Diamond has written a trilogy of books about television news using the MIT data and staff.¹

Another research center, the Television and Politics Study Program at George Washington University published an excellent handbook in 1978, which discusses two of the basic research techniques typically used. The first is verbal analysis of the news, using traditional content analysis techniques, and the second is visual analysis, a method of analyzing the pictorial content. The handbook's discussion of the traditional content analysis of television news includes the researchers' experience with theoretical and technical problems, such as sampling and the unit of analysis.²

Visual analysis of television news content is much more problematical as a research technique. The possibilities, the methodology, and the difficulties of visual analysis have been discussed widely in recent literature. Historian David Culbert writes about his research on the television coverage of the execution of a suspected Vietcong sympathizer in Saigon, February 1968.³ Identifying the execution of a Vietcong sympathizer as an important symbol of the television coverage of the Vietnam War, Culbert argues that the psychological meaning of the visual is found in the composition or form. The visual impact of the execution should be analyzed on two levels -- in terms of the historical "myth" (the generally held opinion by the television viewers that U.S. military success in Vietnam was doubtful) and in terms of the "aesthetic component of a particular news moment." The

news film shows the moving sequence of the execution -- the pistol held to the prisoner's head, the moment the bullet enters, the blood spurting. Culbert subjectively analyzes the aesthetic components of the news film, discussing, for example, the clothing of the suspect, the sinewy arm of the executioner, the background.⁴

A related discussion of visual methodology by Jon Wagner outlines the research origins and difficulties of "visual social science." He discusses its use as a fundamental research tool in the natural sciences, particularly high energy physics and astronomy and suggests that while analysis of video tapes shares many conceptual issues with an analysis of photographs, the visual language of video (and motion pictures) is different from still photography.⁵

Using linguistical theory and structure of analysis, British scholars have explored visual and textual analyses of a variety of British television programs, including news.⁶ In a more recent book Arthur Asa Berger, an American scholar, argues for the application of semiological analysis to the study of television. (The classic work on semiology was published in French in 1967; it has been recently published in English.)⁷ He observes that as television is an intimate medium, it reveals character better than it captures action. In using semiology research with television, "it makes sense to concern ourselves with aspects of the medium that function as 'signs,' as distinguished from carrying signs. What is most interesting about television, from this point of view, are the kinds of camera shots employed in the medium."⁸

European scholar Denis McQuail writes that the application of semiological analysis to the multiple sign systems of the medium of television "opens the possibility of revealing more of the underlying meaning" of the

whole text than by analyzing a single sign system such as grammatical rules. He thinks semiology is an approach that is useful in "revealing essential features of certain media," for example, the dominant "news" form. He also argues that research on a particular medium requires a thorough knowledge of the supporting culture and the medium.⁹

In Creating Media Culture, Robert P. Snow describes the syntax of television news, involving the order of "visual and auditory events." The opening camera shots of the anchorperson, the order of the presentation of the events, the familiar graphics for statistical information, contribute to the audiences' perception of the news. He thinks that the news experience from the audiences' viewpoint is a nonrational, emotional one. "For example, watching television news with its action/drama format over many years may result in a belief that stories on network news are worthy of attention and are as dramatic and intense in actuality as they are presented on the newscast."¹⁰

MAJOR TELEVISION NEWS ARCHIVES

While scholars of television have considerable theoretical and methodological issues to resolve, locating collections of television news on videotape has become less of a problem. Several excellent guides to collections and archives of general television content have been published. A fine example is Bonnie Rowan's Scholars' Guide to Washington, D.C. Film and Video Collections. (Smithsonian Institution Press, 1980). Fay C. Schreiber, director of the National Jewish Archive of Broadcasting in New York City, has written a number of guides to national collections. Her most recently published guide Broadcast Television: A Research Guide, is available from the American Film Institute.¹¹ A first step in locating television programs is to establish

the correct title, the production information, air dates, and in some cases the sponsors. This may be done by using special encyclopedias, for example, The Complete Encyclopedia of Television Programs or The New York Times Encyclopedia of Television Programs.¹² However, if the researcher's problem pertains to the content of a network news program, the indexes to the network television news should be consulted.

The Vanderbilt Television News Archive

The Vanderbilt Television News Archive at Vanderbilt University in Nashville, Tennessee, is unique, both in its indexing and abstracting service and its accessibility to scholars. The archive began in 1968 in an unusual way. A Nashville insurance executive and graduate of Vanderbilt University, Paul Simpson, who describes himself as a "news buff," believed that the television news needed to be saved for study in libraries. He called around the country to check if this was already being done. It was not, and he decided to begin with the 1968 Democratic Convention in Chicago. Using his own money to buy the first supply of tapes and to rent the video recorders, Simpson and a friend, Frank Grisham, then the Director of the Joint University Libraries at Vanderbilt, recorded the coverage of the convention of all three networks.¹³ It was the violence of that particular convention that dramatized the need to save television news.

From its beginning the archive has been supported by private gifts and foundation grants. The Vanderbilt archive maintains a collection of the commercial networks' evening newscasts and news special programs since August 5, 1968. The network nightly weekday news has two versions: the 6:30 p.m. feed, which is the live broadcast, and the 7:00 p.m. feed, a tape of the first feed with corrections, usually slight. The news programs in the Vanderbilt archive are single editions of the network news, recorded

off-the-air as broadcasted by the local Nashville stations weekdays and are taped on the weekends by George Washington University and shipped to Nashville. The founders of the archive began three key services to facilitate the study of the news. First, an index-abstract of the news was developed.¹⁴ Second, a scheme was devised to allow a sample of the news to be constructed on a single subject from several newscasts. This technique was called "compiled" or "subject matter" tapes, and it was accomplished by having a running clock imposed on the tape of each news program. The time-date notations are the "pagination" for the index-abstract. Thus the researcher may request a single tape composite -- either audio or video -- of the necessary news items. Third, a program was established to lend the collection to anyone who asked.

The index was developed by the archive's administrator, James Pilkington, a Vanderbilt University graduate with a graduate degree in English and a prior career in editing and publishing in Nashville. Pilkington observed that seventy percent of the news on the networks was about government, and he decided to create an index that was direct rather than heirarchical. That means the news is indexed under the name of the governmental agency rather than "U.S. Government, Executive Branch, Department of Defense," etc. News items about the actions and decisions of the U.S. President are listed directly under "Reagan, Ronald" with a limited number of subcategories, such as "Addresses." The index refers to the abstract of the news item. The abstract gives a brief description of the subject matter, the origin, the length of time on the air, and the reporter's identity. The abstracts are written, as Pilkington describes, "as dull as possible," that is the abstracts are written without adjectives and adverbs to control for personal bias.¹⁵ A warning to researchers is issued each month in the printed index/abstract saying that the abstracts should not be used as the verbatim text.¹⁶

The Vanderbilt abstracts have been used as a database for content analysis of television news in a variety of schemes; measurements have been made on the frequency of exposure of a topic of interest, the length of time devoted to the topic, the sequential position of the topic in the news program, and analyses of the geographical origins of the correspondents' stories.

A researcher using the index-abstracts cites the precise segments of the network news program needed for study and requests that a videotape (or audiotape) be created of only the items pertinent to the study. The archive staff compile the tape, and it is loaned to the researcher. A fee is charged for the staff time. In the fiscal year 1982/83, 13,078 requests from 45 states and 13 foreign countries were handled. The archive is heavily used by the television industry, particularly public broadcasting.¹⁷

To compensate for the three-month time lag between the news program and the publication of the index-abstracts, the archive has been experimenting with compiling subject videotapes on broad subjects of anticipated interest, such as the Granada invasion and Central America. This procedure allows the researcher to use current material as long as it is agreed that the selection will be done by the archive staff. Items are added daily to these experimental tapes.

Over the twelve year history of the archive, the small staff has been relatively stable. One person does all the indexing; another, the abstracting; a third, the typing; and a fourth, the proof reading. This staff stability has had considerable effect on the consistency and the reliability of the index and abstracts. An independent reliability check on the accuracy of 100 news items in the publication showed only two mistakes in the abstracts.¹⁸

The American Television and Radio Archives

The Library of Congress maintains a rich archive of entertainment films and videotapes of television programs, including entertainment, documentaries and news programs, in the American Television and Radio Archives, established in 1978 as required by the Copyright Law of 1976. Although the motion picture and television entertainment programs are the unique and the most frequently used materials in this archive, it also has a duplicate collection of the Vanderbilt Television News Archive on deposit.¹⁹ The television news collection at the archives is continually expanding by the addition of new films and videotapes as they are processed through the U.S. Copyright Office.²⁰

The American Television and Radio Archives, located in the new James Madison building of the Library of Congress, is directed by Paul Spehr, Assistant Chief, the Motion Picture, Broadcasting and Recorded Sound Division. Spehr, a historian by training, who has worked extensively with the early film collection of the archives, has a deep interest in the television collection. He advises users of the archive to give the archive prior, written notice of research needs and schedule, because the materials must be retrieved from a storage location outside the library and used in the library.²¹

The National Archives and Record Service

Two factors make the National Archive holdings important to television news scholars. The first is its holdings of the "CBS Evening News" program on videotape given to the archive by CBS since April 1974. The CBS tapes have both versions of the evening news, the 6:30 p.m. and the 7:00 p.m. feeds to the affiliate stations from the New York network. The two feeds are

usually only slightly different, but the difference can be significant.²²

Accessibility to the videotapes is the second important factor for television scholars. The National Archives will lend the CBS videotapes through the national system of inter-library loans on a fee basis and will also make the collection available to users at the 13 regional archives and the seven presidential libraries.²³

The National Archives also has a collection of evening news programs from ABC and NBC, recorded from 1976 to early 1982. In response to budget cuts at the archives, a decision has been made to transfer the ABC and NBC television news recordings to the American Television and Radio Archives. The archives' collections of ABC and NBC evening news will be transferred to the Library of Congress.²⁴

The CBS tapes -- as well as the ABC and NBC tapes to be transferred -- at the National Archives do not have the Vanderbilt "running clock" feature imprinted on the video recording. The Vanderbilt index/abstracts is easily adaptable to index these tapes. Since 1975, the CBS news archive staff have produced a quarterly index to the network's television news programs. The index is widely available in public and research libraries.

Network Corporate Archives

In-house archives at the three commercial television networks in New York City are maintained to serve the needs of their respective news organizations. Use of these collections by researchers outside the corporate organizations must be arranged (access may or may not be granted) and viewing charges are expensive.²⁵

CBS

A CBS-produced television news index and news transcripts on microfiche

offer a quick and inexpensive way to verify the verbal information given in a CBS news report on a certain date or subject. The information is located in subscribing libraries across the country and does not involve the time and expense of borrowing audio or video tapes from the Vanderbilt archive or visiting the other archives. Microfiche or microfilm transcripts of the daily news programs (morning and evening), the weekend news, the news special programs (presidential press conferences and addresses, etc.), and regular public affairs programs ("60 Minutes" for example) are for sale. The beginning dates vary for specific series, but the daily news programs are available from 1968 until the present. (The network also gives videotapes of the evening news to the National Archive as discussed earlier.)

The transcripts of the news and public affairs programs and the videotapes are indexed by the CBS News Index, a quarterly index issued since 1975.²⁶ The index was created by Sam Suratt, CBS archivist since 1969, who received graduate training in history at University of California at Berkeley. Like the Vanderbilt index, the CBS News Index uses subject headings which are specific, direct, and derived from the actual news usage. Typical examples are "busing," "desegregation," "oil spills," and "price fixing." Subheadings are avoided if possible. The news items are not abstracted as fully as in the Vanderbilt one, but each item is given one descriptive phrase to capture the main thrust of the story. For example, the descriptive phrase under "oil spills" says, "Greek tanker spills oil in Irish Sea." The CBS publication indexes the transcripts of CBS evening and morning news, other regular news programs, and news specials.

Public Broadcasting Service

At the Public Broadcasting Service headquarters in Washington, D.C., an archive of public television programs, including news programs, is

maintained. Television programs from the National Education Television era, 1954-1970, and continuing with the Public Broadcasting Service programs from 1970 to the present are included in this archive. A biographical catalog indexes the collection. The archive is open by appointment to scholars.²⁷

Beginning in 1979, an index and transcripts for the PBS news program, "The MacNeil/Lehrer Report," was published in print and microform, similar to the CBS news programs. A review and index of the programs is issued quarterly, and the transcripts are issued on microform.²⁸

The archives described here have collections that are national in scope. There is scattered effort to archive television news at the local and state level. Many television stations maintain collections of their own news video recordings. These collections usually have a limited life as the tapes and space are recycled. An increasing number of state organizations are establishing archives of local news -- Mississippi, Illinois, Ohio, California, Maine, Wisconsin and Rhode Island.²⁹

Using the Indexes

To illustrate the use of the two main television indexes described above, network coverage of an annual news event -- the 1983 presidential address on the State of the Union -- is traced through the entries in the Vanderbilt index and the CBS index.

The Vanderbilt Television News Index and Abstracts lists 12 news items about the 1983 State of the Union address. All entries in the index refer to news stories on the network evening news and describe the events and opinions surrounding the address. The illustration below shows the two procedures involved in using the Vanderbilt publication. (See Figure 1.) First the index is used to locate the page numbers in the abstracts that contain news items about the State of the Union address. The citations are found in the index section, under "Ronald Reagan - Addresses." From the list of 12 page numbers cited in the index, the abstract of the "CBS Evening News" item on page 173 of the abstracts was chosen to illustrate the information in the abstracts.

Figure 1 about here

For comparison, a second illustration gives the citations in the CBS News Index on the State of the Union address. Like the Vanderbilt index, the citations are found under "Reagan." The citations refer to locations in the microfiche (or microfilm) of the transcripts of the news programs.

Figure 2 about here

Vanderbilt indexes and abstracts the evening news programs for all three commercial networks — ABC, CBS, NBC. The CBS publication indexes all the news programs for that network; the weekday morning and evening news programs are the most frequently cited. The Vanderbilt publication presents more information about each news item than the CBS index. The Vanderbilt index gives the clock time for each item, allowing the amount of time given to an item to be used in the analysis. The position of the item in the news program is presented. The anchor and reporters are identified by name, and the place where the story originates (the New York studio, Washington, D.C., etc.) is supplied.

The CBS index, although based on a single network's output, has a decided advantage over the Vanderbilt for indexing the television news coverage of an event such as the annual State of the Union address. The CBS index cites the actual broadcast of the speech; the Vanderbilt index cites only the news items on the evening news programs about the speech. The State of the Union address was a "news special" program, and although the Vanderbilt archive recorded the State of the Union speech, the news special programs are not indexed and abstracted in the monthly publication. The archive has recorded about 2,500 hours of news special programs, such as political conventions, the Watergate hearings, and presidential addresses. These programs are available on loan and have been organized by broad subject categories, and this listing is sent on request.

The CBS transcript on microfiche of President Reagan's speech is not, however, the exact text as spoken by the President on national television. It is the text as published by the Office of the Federal Register and inserted in the CBS typescript of the event. The CBS transcripts do record news commentator Dan Rather's summary of the speech and the comments from the

opposition political party. The transcript ends with a discussion of the President's address and the events by other broadcast journalists. A time is given at the beginning and end of each segment of this news special report.

In the example of the State of the Union address, communication scholars have two "primary" events: the actual speech in the Congressional chamber and the televised event as interpreted by the network producers and news and political commentators.³⁰ That a televised event and the actual event are not always the same was demonstrated in the Lang and Lang pilot study of General McArthur's return and parade in Chicago. The televised event was portrayed as an tumultuous welcome, and the actual event along the parade route was far less dramatic. The waving crowds seen on television were in actuality people often waving at the TV cameras and not at McArthur. The disappointed people at the parade were frequently overheard to say that they should have stayed home and seen it on TV.³¹

In pre-television history, much of the scholarly use of newspapers and magazines has been directed toward verifying a picture of what happened involving historical principals and events. What is suggested here is that now scholars need not only to piece together the actual primary event in terms of what happened, but also need to study the televised event as well to assess the impact on public opinion and the historical context. Archives of television network news, now well established and organized for scholarly inquiry, make possible more complete scholarly research on our visual culture.

NOTES

1. The Tin Kazoo: Television, Politics, and the News. Cambridge, MA.: The MIT Press, 1975; Good News, Bad News. Cambridge, MA.: The MIT Press, 1978; and Sign Off: The Last Days of Television. Cambridge, MA.: The MIT Press, 1982.
2. Lichty, Lawrence W., and George A. Bailey. "Reading the Wind: Reflections on Content Analysis of Broadcast News," in William Adams and Fay C. Schreibman. (Eds.) Television Network News: Issues in Content Research, Washington, D.C.: Television and Politics Study Program, School of Public and International Affairs, George Washington University, 1978, pp. 111-134.
3. Associated Press photographer Eddie Adams won a Pulitzer Prize in 1969 for his photograph of the same event.
4. Culbert, David. "Historians and the Visual Analysis of Television News." In William Adams and Fay Schreibman. (Eds.) Television Network News: Issues in Content Research. Washington, D.C.: George Washington University, 1978, pp. 139-153.
5. Wagner, Jon, (Ed.) Images of Information: Still Photography in the Social Sciences. Beverly Hills, CA.: Sage Publications, 1979, p. 22.
6. Fiske, John, and John Hartley. Reading Television. London: Methuen and Co., Ltd., 1978.
7. Bertin, Jacques. Semiology of Graphics. Translated by William J. Berg. Madison: The University of Wisconsin Press, 1983.
8. Berger, Arthur Asa. Media Analysis Techniques. Beverly Hills, CA.: Sage Publications, 1983, p. 38.
9. McQuail, Denis. Mass Communication Theory: An Introduction. Beverly Hills, CA.: Sage Publications, 1983, p. 131-2.
10. Snow, Robert P. Creating Media Culture. Beverly Hills, CA.: Sage Publications, 1983, pp. 129-130, 147-8.
11. Schreibman, Fay C. Broadcast Television: A Research Guide. Los Angeles, CA.: American Film Institute, 1983. Factfile No. 15.
12. Schreibman, Fay C. "A Step by Step Approach in Locating Past Television Programs," a manuscript, August 13, 1980, available from the author. Terrace, Vincent. The Complete Encyclopedia of Television Programs. 2nd ed., 2 vols, Cranbury, NJ.: A.S. Barnes, 1978. Brown, Lester. The New York Times Encyclopedia of Television Programs. New York: Times Books, 1977.

Notes Continued

13. The Vanderbilt Television News Archive (video recording). Frances Goins Wilhoit. (Producer) Bloomington, IN.: The Center for New Communication, School of Journalism, Indiana University, 1978.
14. The Television News Index and Abstracts. Nashville, TN.: The Vanderbilt Television News Archive, Joint University Libraries, Vanderbilt University, monthly, 1972 - . Also issued retrospectively for the period August 5, 1968 - December 31, 1971.
15. Interview with James Pilkington, Director, Television News Archive, Joint University Libraries, Vanderbilt University, Nashville, TN., July 1978.
16. "The abstracts are descriptive summaries, not verbatim transcripts, and the words never should be attributed...as direct quotes...nor cited as evidence.... The tapes themselves must be used for authoritative study, quotation, and reference." In "How to Use the Index and Abstracts." Television News Index and Abstracts, January 1933.
17. Telephone interview with Paul Simpson, November 15, 1983.
18. One was an incorrect origin of a story; the second, the wrong length of time on the air. Hester, Al. "Five Years of Foreign News on U.S. Television Evening Newscasts." Gazette 24, 1978, 86-95.
19. Until money becomes available to finish the duplication process, there is a gap in the Library of Congress collection from approximately 1977 through April 1979. The archives also has a large collection of radio news broadcasts dating back to 1937-38 and including a collection of World War II daily broadcasts.
20. Balkansky, Arlene. "Through the Electronic Looking Glass: Television Programs in the Library of Congress." Quarterly Journal of the Library of Congress 37, 1980, pp. 458-75.
21. Telephone interviews with Paul Spehr, December 14, 1983 and January 30, 1984.
22. Telephone interview with Sam Suratt, Archivist for CBS News, January 9, 1984.
23. The regional archives are: (Atlanta area) East Point, GA.; (Boston area) Waltham, MA.; Chicago, IL.; Denver, CO.; Fort Worth, TX.; Kansas City, MO.; (Los Angeles area) Laguna Niguel, CA.; (New York area) Bayonne, NJ.; Philadelphia, PA.; (San Francisco area) San Bruno, CA.; Seattle, WA. The seven presidential libraries are: Herbert Hoover Presidential Library, West Branch, IA.; Franklin D. Roosevelt Library, Hyde Park, NY.; Lyndon B. Johnson Library, Austin, TX.; John F. Kennedy Library, Waltham, MA.; Harry S. Truman Library, Independence, MO.; Dwight D. Eisenhower Library, Abilene, KS.; Gerald R. Ford Library, Ann Arbor, MI. The Johnson, Kennedy and Ford libraries also hold their own collections of television news pertinent to the respective president.

24. Telephone interview with Bill Murphy who is in charge of the film and video collections at the National Archive, December 13, 1983.
25. Schreibman, Fay C. Broadcast Television: A Research Guide. Los Angeles, CA.: American Film Institute, 1983. Factfile series No. 15.
26. Columbia Broadcasting System, Inc. CBS News Index. New York: Columbia Broadcasting System, Inc., quarterly with annual cumulations, 1975 - .
27. Telephone interview with Salome Swaim, archives librarian, Program Operations, Public Broadcasting Service, Washington, D.C., December 20, 1983.
28. The MacNeil/Lehrer Report: Broadcast Review and Index, v.1, no.1, 1979 - . Sanford, NC.: Microfilming Corporation of America, 1980. At this writing the publication is behind schedule, and the future of it is uncertain.
29. Telephone interview with Paul Spehr, The American Television and Radio Archive, Library of Congress, Washington, D.C., December 14, 1983.
30. It could be argued that in the case of a State of the Union address there is another "primary" event, the actual document sent to Congress, which is printed in several government publications -- Public Papers of the Presidents of the United States and Congressional Record (both paper and bound editions). The "official" text is finally printed as a House of Representatives document.
31. Lang, Kurt, and Gladys Engel Lang. "The Unique Perspective of Television and Its Effect: A Pilot Study." In Wilbur Schramm and Donald F. Roberts, The Process and Effects of Mass Communication. Rev. Ed. Urbana, IL.: University of Illinois Press, 1971, pp. 169-188. Originally published in American Sociological Review 18, 1953, 3-12.

Figure 1.

ILLUSTRATION OF THE VANDERBILT INDEX/ABSTRACTS
January 1983

Index

Reagan, Ronald -

Addresses -

State of Union Address - 85, 159, 162, 163, 166, 168, 169, 171, 173,
174, 182, 193

Abstracts (Page 173)

Wednesday	January 26, 1983	CBS
5:30:00	INTRO. DAN RATHER (NYC)	
5:30:00	(abstract of first news item)	
5:34:30	<u>STATE OF UNION</u> (S) Econ. proposals outlined by Pres. Reagan in his State of Union speech repled. recving. poor reception on Capitol Hill. (DC) Cong. reaction, Repb. & Democ. alike, to Pres.'s address examined in detail; apparent negativism at mtg. between Sen. Repb. ldrs. & Def. Secy Caspar Weinberger discussed. [Sen. Howard BAKER - notes intransigence of Weinberger.]	DR Phil Jones

Symbols:

(S) indicates material originating in the studio.

() place name for on-site reporting.

[] indicates an interview or material presented by someone other than the reporter.

NAMES IN CAPITALS indicate persons who speak, other than the reporter.

Reporters' names appear to the right of material narrated. Initials in this position refer to the anchors, identified by full name at the beginning of each program.

Figure 2.

ILLUSTRATION OF THE CBS NEWS INDEX

January - March 1983

REAGAN, RONALD W (PRES-US)

NEWS CONFERENCES AND SPEECHES

Reagan prepares State of the Union Address. Ja 24:A18
President Reagan's State of the Union Address. (Spl Rpt). Ja 25
Democrats prepare film response to Reagan speech. Ja 25:A20
President Reagan gives State of the Union address. Ja 26:A2,26
Congressmen react to State of the Union speech. Ja 26:A15,40,P4
Average Americans react to State of the Union speech. Ja 26:A3
George Shultz interviewed on State of the Union speech. Ja 26:A8
Sen Robert Byrd reacts to State of Union speech. Ja 26:A12
Analysis of Reagan's State of the Union speech. Ja 26:A35
Tass criticizes Reagan's State of the Union address. JA 26:P11

Symbols:

A indicates Morning news
P indicates CBS Evening News
Spl Rpt indicates CBS News Special Report
BOLDFACE PAGE NUMBERS indicate correspondent story
